

From the License Division Desk

Welcome to the winter 2020 edition of our quarterly newsletter! In celebration of a new year, I'd like to take a moment to reflect on last year's accomplishments. In 2019, the License Division:

- Processed nearly 17,000 applications
- Helped nearly 12,000 customers in-person at City Hall
- Issued over 750 municipal IDs (bringing the grand total to over 7,000)
- Published 6 new "Clerk Notes" videos
- Held 4 Pivot workshops attended by 60 Milwaukee entrepreneurs.

As we look forward, I want to again remind our readers that the 2020 Democratic National Convention will be held in Milwaukee from July 13 to July 16. Anyone considering applying for a license before the Convention should do so as soon as possible! We expect a high volume of applications and cannot guarantee that applications filed at the last minute will be processed in time for the Convention.

This is especially true for food-related businesses, as these licenses require inspections prior to license issuance.

Enjoy the newsletter!

Jessica Celella
License Division Manager

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Nho are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 50 different licenses and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website milwaukee.gov/license

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our online survey or at any of our social media pages.









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Briefs New and important information you need to know.

City Code Changes

- File #190897, #190898, #190899, and #190900: Resolutions establishing various charges relating to the 2020 Budget (Sewerage, Snow & Ice, Solid Waste, and Storm Water).
- File # 190942: Prohibits food establishments and alcohol beverage establishments from providing single-use, plastic beverage straws to customers. Single-use means a product that is designed and intended to be used only once and is generally recognized by the public as an item that is to be discarded after one use.

Federal Law Changes

• Federal Food, Drug, and Cosmetic Act: Raises the federal minimum age of sale of tobacco products from 18 to 21 years. It is now illegal for a retailer to sell any tobacco product - including cigarettes, cigars and e-cigarettes – to anyone under 21.

Recent Disciplinary Actions

License suspensions and revocations

- Don Pedro's: 1979 S. 15th St. File #191190: Non-Renewal (Class B Tavern, Food Dealer, and Public Entertainment Licenses)
- Haji's Red Hot: 2100 W. Hopkins St. File #190921: Non-renewal (Extended Hours and Food Dealer Licenses)
- Jay's Uptown Café: 5007-09 W. Center St. File #191067: 10-Day Suspension (Class B Tavern, Food Dealer, and Public Entertainment Licenses)
- On My Way Home: 2079 S. 8th St. File #190950: 15-Day Suspension (Class B Tavern and Public Entertainment Licenses)
- T Jay's Lounge: 2911 W. North Ave. File #190921: 15-Day Suspension (Class B Tavern and Public Entertainment Licenses)
- V K Quick Mart: 1254 N. 35th St. File #191067: Non-renewal (Extended Hours, Food Dealer, Filling Station, and Weights and Measures Licenses)



Feature Program

Have you been struggling to make sense of licensing regulations? The License Division's Pivot Program - now in it's fifth year - is just what you need to cut through the red tape and get your business operating successfully. We can help you with:

- Questions about getting a license or permit
- Better understanding rules and regulations
- Implementing best-practices
- Resolving business or neighborhood problems

If you've never been to a Pivot workshop, now's a great time to check it out!

New for 2020, in addition to the usual 45 minute roundtable discussion with MPD and the WI Department of Revenue for all your alcohol and tobaccorelated questions, all Pivot workshops will be followed by a small resource fair. If you are looking to start a new business, don't miss the chance to speak face-to-face with representatives from the City's License Division, Departments of Health and Neighborhood Services, and various community groups.

Roundtable sessions are available to business owners or managers (up to 3 per business) for any tavern, liquor store, convenience store or gas station, but anyone is welcome to attend the resource fair.

Best of all, the program is completely free! Just let us know you'll be attending by visiting **PivotMKE.eventbrite.com**.



Licensing Notes

Upcoming License Committee Meetings:

- January 28
- February 19
- March 10
- March 31

For Applicants:

Some licenses may be approved by your local Council Member, but many require a License Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The License Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at licensing hearings is a critical factor in all licensing decisions.

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email your local Council Member.

Upcoming Events

Do you operate a tavern, restaurant, liquor store, or convenience store? Register for a free Pivot Workshop online at PivotMKE.eventbrite.com!

Session 1

Tuesday, February 4 9 a.m. to 11 a.m. Employ Milwaukee 2341 N. 27th Street (Room 118)

Session 2

Tuesday, April 28 1 p.m. to 3 p.m. East Library Community Room 2320 N Cramer Street

Session 3

Tuesday, August 18 9 a.m. to 11 a.m. Gerald L. Ignace Indian Health Center 930 W. Historic Mitchell Street

Session 4

Tuesday, October 27 9 a.m. to 11 a.m. Lake Tower Building 4001 S. 6th Street (3rd Floor)



Directory

City Clerk's Office License Division

City Hall Room 105 200 E. Wells Street Milwaukee, WI 53202

Phone: (414) 286-2238

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licensing Committee

- Ald. Nic Kovac (Chair)
- Ald. Milele A. Coggs (Vice Chair)
- Ald. Chantia Lewis
- · Ald. Nikiya Dodd
- · Ald. Scott P. Spiker

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Dear Andy Letters to the License Division desk.



Dear Andy,

I started a band after graduating high school, and want to play a few live shows. I'd like to see if a smaller venue in Milwaukee would host me, but heard that some laws recently changed. What can you tell me?

Sincerely, Sax and Violins

Sax and Violins,

You are correct; the Common Council

recently made a noteworthy change to the law concerning all-age shows. Bach before the change, patrons under 21 were not permitted in smaller venues if alcohol was sold, whereas larger venues licensed as a Center for Visual and Performing Arts were able to sell alcohol at all-age shows.

In October of last year, the law was changed to permit smaller venues to apply for a Center for Visual and Performing Arts license, allowing concert-goers under the age of 21 to attend concerts at these venues even if alcohol is served. The new law also states that underage patrons cannot enter the premises earlier than one hour before the scheduled performance, and must leave no later than one half-hour after. And of course, persons under 21 still cannot purchase alcohol. Good luck!

Sincerely, Andy



Dear Andy,

I own a small novelty store and would like to have a sidewalk sale. I am already licensed as a Secondhand Dealer. Do I need any additional licenses?

Sincerely, Sew and Tell

Sew and Tell,

Great question! Anyone wishing to sell items on the public way (direct sellers), from any location temporarily (transient merchants), or door-to-door (solicitors) usually must obtain a Mobile Seller's license. However, because you are already a permanent merchant in Milwaukee, you do not need an additional license from our office to hold a sidewalk sale, provided you are only selling items from your store. You may, however, need a DPW Special Event Permit.

There are a number of additional exemptions to a Mobile Seller's license and, of course, some important regulations, so be sure to check out Chapter 92 of the Milwaukee Code. The Common Council recently updated this chapter, so even if you have read it in the past, it would be prudent to give it a second look.

Sincerely, Andy